
 <p>U.S. Department of Health and Human Services Substance Abuse and Mental Health Services Administration Center for Mental Health Services</p>	 <p><b>ADS CENTER</b> Resource Center to Address Discrimination and Stigma BRIDGING THE GAP BETWEEN WHERE WE ARE AND WHERE WE NEED TO BE</p> <p>11420 Rockville Pike, Rockville, MD 20852 1-800-540-0320 stopstigma@samhsa.hhs.gov</p>
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### Training Date & Time

**October 11, 2005  
(Tuesday)**

**3:00PM to 4:30PM  
(Eastern Time)**

## Free Teleconference Training

### *Changing Minds and Inspiring Hope: Media Strategies For Reducing Stigma Within Spanish-speaking Communities*

Stigma continues to hinder mental health recovery for Latinos in America. Its impact is felt in the lack of community acceptance and full integration of people with mental illnesses. For Latinos, stigma can manifest itself in the form of a belief that mental illnesses result from a lack of character, divine punishment, or bad parenting; that people with mental illnesses are dangerous or cannot cope; or that mental illness is incurable. Effectively addressing these stigmatizing attitudes requires cooperation and communication across an entire community. Although accurate information about the nature of mental illness and the genesis of stigma is available, appropriate and effective distribution of that information to a Spanish-speaking public requires careful planning.

Spanish-speaking communities rely heavily on print and broadcast media for vital health information. According to Univision, the largest Spanish-speaking television network in the U.S., television is the primary media for communicating this information, followed closely by radio and, increasingly, the Internet. Accordingly, any strategy designed to foster increased knowledge and decreased stigma about mental illnesses within Spanish-speaking communities should utilize the media as a resource.

Please join us on Tuesday, October 11, 2005, for a presentation on identifying factors impacting stigma and stigma reduction in Spanish-speaking communities; effectively working with Spanish-language news media to communicate about mental illness and mental health services; and successful projects and initiatives already utilizing the media as an educational and outreach tool within Latino communities.

**For more information about this training, or to register as a participant, please see the *Training* section of the SAMHSA ADS Center web site, <http://www.stopstigma.samhsa.gov>.**

#### *About the ADS Center*

The SAMHSA ADS Center helps people design, implement, and operate programs that reduce stigma and discrimination associated with mental illnesses. With the most up-to-date research and information, the ADS Center provides assistance to individuals, organizations, and governments countering such stigma in the community, in the workplace, and in the media.

This teleconference is sponsored by the SAMHSA ADS Center, a project of the U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration, Center for Mental Health Services. The training is free to all participants.

Subscribe to receive our monthly update by sending an e-mail to [stopstigma@samhsa.hhs.gov](mailto:stopstigma@samhsa.hhs.gov) or by calling an ADS Center representative at 800-540-0320. If you would like to comment on the materials included here, please send an e-mail to [stopstigma@samhsa.hhs.gov](mailto:stopstigma@samhsa.hhs.gov), or write to Resource Center to Address Discrimination and Stigma Associated With Mental Illness; Informational Updates; 11420 Rockville Pike; Rockville, MD 20852

**SAMHSA Resource Center to Address Discrimination and Stigma**  
[www.stopstigma.samhsa.gov](http://www.stopstigma.samhsa.gov)